GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4068
ANSWERED ON:10.04.2003
PUBLICATION OF ADVERTISEMENTS WITHOUT PROPER CHANNEL
RAMESHWAR DUDI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether several Union Ministries are sending their advertisements directly for publication in the newspapers instead of channeling them through the D.A.V.P. of the Ministry of Information and Broadcasting;

(b) if so, whether several State Governments and Government of the Union Territories are also sending their advertisements to the newspapers selected by them and at their own rates instead of the approved newspapers/magazines on the panel of D.A.V.P.;

(c) whether there is no compulsion by D.A.V.P. on them in this regard; and

(d) if so, the details thereof ?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a), (b), (c) & (d) : The Directorate of Advertising and Visual Publicity (DAVP) is the nodal agency for production and release of all display advertisements of the Government of India through the media of press, posters, folders, calendars, blotters, leaflets, holdings, cinema slides, etc. and also release of classified advertisements on behalf of the Government of India. However, for their creative advertisements the Ministries/Departments may engage specialised or other voluntary agencies; in such case too, they should go through DAVP for placing their advertisements in the newspapers and other media.

Advisory letters have been issued by this Ministry from time to time inviting attention of the Central Government Ministries/Departments to these provisions and requesting them to release their advertisements through DAVP only.

As far as State Governments are concerned, they are free to formulate their own Advertising Policy.